

## SECTION 2: RESPONSIBLE CONSUMPTION

### First Nations Communities

#### Issue

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Over the years, Canada's brewing industry has partnered with a number of groups to educate and inform Canada's First Nations communities about the health risks that can come with abusive consumption of alcohol.

#### Quick Summary

- BAC advertises for the Motherisk helpline in a number of aboriginal newspapers.
- The NPAC and the BAC's board game "Caring Together" targeted young Aboriginal teenagers.

#### Background

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The brewing industry has partnered with a variety of organizations to help educate Canada's Aboriginal communities about the risks of abusive alcohol consumption. One of the main messages carried in many of the campaigns is "Don't drink while pregnant".

#### Industry Discussion Points

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- The Native Physicians' Association in Canada (NPAC) launched a third phase of the Caring Together program in 1997. The Caring Together board game targets young teens 13-15 years of age. The game covers social situations, health/lifestyle concerns and facts, individual perspectives on problems, as well as family and community situations and problems. The content is on various cards that explore issues such as drinking, smoking, nutrition, pregnancy, and prescription drugs. To meet demand for this educational game, it was reprinted in 1999. Corrections Canada has made use of the game to aid in the "Aboriginal Parenting Curriculum" for inmates.
- The Motherisk program, which is partly funded by the BAC, is a toll-free Alcohol and Substance Use Helpline that provides new and expectant mothers with evidence-based information and guidance on the potential risks to the developing fetus or infant from exposure to drugs and alcohol. The BAC runs advertisements in a number of Aboriginal publications to promote the use of the Motherisk helpline.
- The BAC is currently in discussion with the Assembly of First Nations (AFN) and the National Native Addictions Partnership Foundation (NNAPF) to look at potential projects.

